



Healthy Birth Day, Inc. Seeks State Expansion Director

Healthy Birth Day, Inc. (HBD) is a 501(c)(3) nonprofit organization dedicated to the prevention of stillbirth. We foster a welcoming and inclusive culture and are best known for the *Count the Kicks* public health awareness campaign, which educates and empowers expectant parents to track their baby's movements during the third trimester of pregnancy. Our goal is to save 7,500 babies from preventable stillbirth in the U.S. each year and to reduce racial disparities that persist in birth outcomes.

The State Expansion Director will oversee the expansion of *Count the Kicks* throughout the United States, with an eye on programmatic excellence, centering health equity, and retaining funding partners. An essential element of this role is building and maintaining strong relationships with key stakeholders that align with our values in promoting positive birth outcomes. Our final candidate will report to the CEO and work closely with our health equity, programmatic, engagement and communications teams. This position will oversee the State Expansion Coordinator and future state expansion staff.

An ideal candidate for this role has management experience, juggled multiple priorities in a fast-paced environment, maintained professionalism, and has excellent interpersonal skills.

Roles and Responsibilities:

Maintain programmatic excellence with consistent, rigorous evaluation of our program; report back to funding partners and the HBD team on successes, opportunities and challenges.

Manage retention program of state expansion partners, which includes:

- Strong organization of state expansion calendar, contracts, and deliverables
- Contractual document creation and routing
- Holding status meetings with state partners that focus on creating a state-specific strategy, centering health equity, reporting progress on program uptake, and analyzing state stillbirth and race data
- Working with our team to ensure deliverables are being executed in a timely manner
- Creating Zoom webinars and hosting presentations
- Submitting and presenting at conferences as needed
- Clear and consistent communication with key HBD team members on state-specific strategy, deliverables and outreach in states
 - Organizing and hosting weekly team state expansion meetings
- Report creation and data analyses of ROI on state deliverables
- Working with Ambassadors and volunteers in states to implement *Count the Kicks*

Manage the State Expansion Coordinator position and future positions under State Expansion.

Other duties as assigned.

HEALTHYbirthDAY

IMPROVING BIRTH OUTCOMES

Must Haves:

- Strong desire to improve birth outcomes
- Previous management experience
- Strong interpersonal skills
- Experience working in a fast-paced work environment with tight deadlines
- Experience in presenting to large groups of individuals, including virtual and in-person
- Highly organized and self-motivated
- Proficient with Word, Excel, PowerPoint, and Google Drive at a minimum
- Ability to be flexible to handle multiple priorities
- Ability to work independently and as part of a team
- Good written and verbal communication
- Positive attitude and a commitment to diversity and inclusion

Education:

- Bachelor's Degree in public health, business, sociology, communications, health equity, health services administration, or related field preferred

Start Date: February/March 2023

Travel: Out-of-state travel is required 3-5 times per year.

Hours: 40 hours/week, additional hours needed during conference or event times, exempt

Salary and Benefits: \$70,000-74,000 depending on experience, comprehensive health benefits package, 11 paid holidays and paid time off

Location: Des Moines, Iowa metro area with ability to work from home or office.

We value diversity, equity, and inclusion and recognize that people come with a wealth of experience and talent beyond just the technical requirements of a job. Diversity of knowledge and skills combined with passion is a key to innovation and excellence. Therefore we encourage people from all backgrounds to apply. Let us know if you require accommodations during the interview process.